

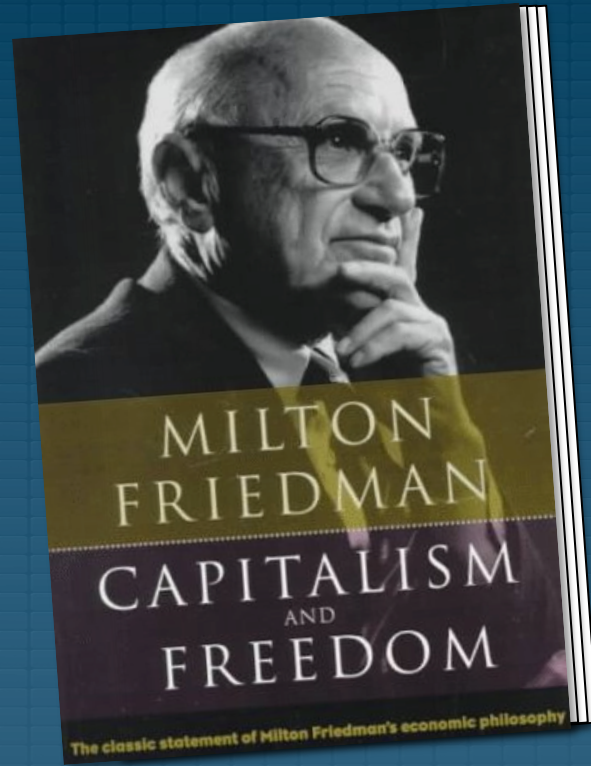
# The Committee on Financial Services



★ Jeb Hensarling ★

Candidate for Chairman  
113<sup>th</sup> Congress

# Guiding Principle





# Republican Policy Goal

Promote economic growth by fostering the deepest, most liquid, competitive, efficient, innovative, and transparent capital markets the world has ever known

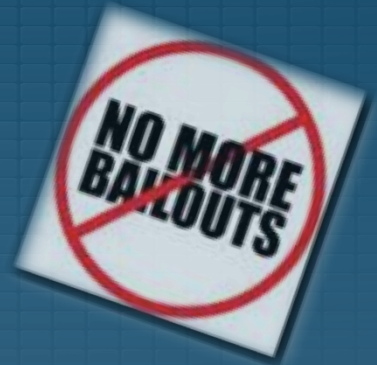


# Legislative Priorities

- ✧ Restore market discipline to our capital markets by reducing moral hazard, crony capitalism and by ending “Too Big to Fail”
- ✧ Reduce the volume, weight complexity and uncertainty of the red tape burden facing financial institutions, much of which is imposed by Dodd-Frank

“...Texas Republican Jeb Hensarling, who has long called for abolishing the bailout program.”

*-Wall Street Journal*





# Legislative Priorities

- ❖ Gradually transition to a private competitive mortgage market by winding down Fannie Mae and Freddie Mac, reforming the Federal Housing Administration (FHA) and ensuring federal low income housing programs, promote opportunity rather than dependency
- ❖ Redirect the Federal Reserve to a predictable, rules-based monetary policy that ensures long-term price stability and clarifies the lines between fiscal and monetary policy



“Rep. Jeb Hensarling (R-Tex.), who has been one of the fiercest critics of the GSEs, or government-sponsored enterprises, on Capitol Hill...”

*-Washington Post*

# Why Me?

- ✧ Experience and Credibility
- ✧ Service and Leadership
- ✧ Innovation
- ✧ Communication

“The role of anti-regulatory, free-marketer on the House Financial Services Committee has apparently been passed to Texas Republican Jeb Hensarling...”

*-Credit Union Journal*



# Experience and Credibility

*Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee*

- ✧ Vice Chair, Financial Services Committee (112th Congress); Ranking Member, Financial Institutions and Consumer Credit Subcommittee (111th Congress)
- ✧ Carried a community bank regulatory relief bill, major provisions of which were signed into law in October of 2006
- ✧ Author of comprehensive legislation to reform Fannie Mae and Freddie Mac
- ✧ Introduced the only legislative alternative to the Emergency Economic Stabilization Act (which created TARP)
- ✧ Recognized as having one of the first comprehensive GOP assessments of the root causes of financial crisis as the House Republican appointee to Congressional Oversight Panel for TARP

“He has forged a reputation as an active committee member who chooses his battles wisely and takes time to learn the issues...”

—*American Banker*



# Experience and Credibility

*Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee*

- ❖ Served as a conferee to the Dodd-Frank Conference Committee and co-authored the Republican alternative to the Dodd-Frank Act (H.R. 3310)
- ❖ House Republican Appointee, Congressional Oversight Panel for TARP (111<sup>th</sup> Congress)
- ❖ Experienced in managing bills on the Floor and presiding over committee markups



“Hensarling was at the forefront of the GOP’s unanimous opposition to financial regulatory reform.”

—*CBS News*

# Service and Leadership

*Service to the Conference (Non-Financial Services Related)*

- ✧ Chairman, Republican Conference (112<sup>th</sup> Congress)
- ✧ Chairman, Republican Study Committee (110<sup>th</sup> Congress)
- ✧ Chairman, Republican Study Committee Budget & Spending Task Force (109<sup>th</sup> Congress)
- ✧ Member of the House Budget Committee (108<sup>th</sup> Congress – 111<sup>th</sup> Congress)

"Hensarling forcing Barney Frank to foul out in the first quarter is a good sneak peak at what the committee debate will look like under a Chairman Hensarling," a House Republican aide told The Washington Examiner.

*—The Washington Examiner*

# Service and Leadership

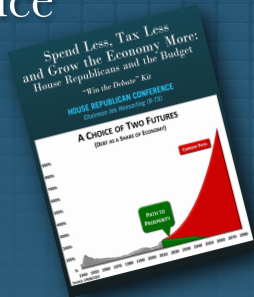
## *Service to the Conference (Non-Financial Services Related)*

- ✧ Vice Ranking Member, Budget Committee (111<sup>th</sup> Congress)
- ✧ Deputy Whip Team (111<sup>th</sup> Congress-present)
- ✧ Chairman, House Republican Conference Advisory Committee (111<sup>th</sup> Congress)
- ✧ Member, Whip's Economic Advisory Working Group (111<sup>th</sup> Congress)
- ✧ Member, House Republican Conference Tiger Teams (111<sup>th</sup> Congress)
- ✧ Member, America Speaking Out Advisory Group (111<sup>th</sup> Congress)
- ✧ Winner, House Republican Conference Ronald Reagan Award (109<sup>th</sup> Congress)
- ✧ Co-Chairman, Joint Select Committee on Deficit Reduction (112<sup>th</sup> Congress)
- ✧ House Republican Appointee, National Commission on Fiscal Responsibility and Reform (111<sup>th</sup> Congress)
- ✧ Conferee, the FY2010 Budget Resolution Conference Committee (111<sup>th</sup> Congress)



# Innovation

- ❖ Founded GOP Conference Member Services University to equip members with cutting edge tools for upcoming messaging battles and member office operations
- ❖ Created “Win the Debate Kits” that provided in-depth summaries, debate-framing talking points, critical data and sound bites on major legislative topics
- ❖ Initiated a comprehensive, third-party survey to elicit feedback from chiefs, legislative directors, communications directors and district directors to improve Conference products and services
- ❖ Developed a new streamlined process of providing Constituent Work Week kits to members that provided earlier and more meaningful access to resources
- ❖ Founded the Golden Hard Hat program to encourage jobs messaging throughout the conference



# Innovation

- ❖ Established a working group for member retreat planning with a cross-section of the Conference to ensure members were able to help plan their retreat
- ❖ Provided Conference with macro-messaging guidance at the beginning of the year that proved to drive paid media for the general election campaign throughout the year
- ❖ Created new RSC task forces to utilize member talents
- ❖ Expanded the RSC Founders group to ensure that RSC became a more member-driven organization





# Communicator on the Important Issues

*Notable Op-Eds*

**THE WALL STREET JOURNAL.**

“Dodd-Frank’s  
Unhappy  
Anniversary”

by Rep. Jeb Hensarling

**The Washington Times**

“When Risk is  
Outlawed”

by Rep. Jeb Hensarling

**POLITICO**

“Dodd-Frank Act a  
Confidence Killer”

by Rep. Jeb Hensarling

**THE HILL**

“Behemoths Fannie and  
Freddie Bankrupting the  
US”

by Rep. Jeb Hensarling



“Dodd-Frank at One Year  
is Nothing for Job Creators  
to Celebrate”

by Rep. Jeb Hensarling

“...a leading Republican voice on  
financial issues.”

—*Washington Post*





4,054 Likes



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66,977 views



Rep. Jeb Hensarling



# 189 National Television Appearances in the last 4 years



**Jeb Hensarling**   
@RepHensarling

Follow

I discussed today's @FinancialCmte hearing with Fed Chair Bernanke on CNBC's Squawk Box this AM. VIDEO: [bit.ly/wfi1Tj](http://bit.ly/wfi1Tj)

Reply Retweet Favorite



Jeb Hensarling shared a link.  
July 25

My Op-Ed in tomorrow's Wall Street Journal: "Dodd-Frank's Unhappy Anniversary"



**Jeb Hensarling: Dodd-Frank's Unhappy Anniversary**  
[online.wsj.com](http://online.wsj.com)

In The Wall Street Journal, Congressman Jeb Hensarling writes that two years after Washington



**Jeb Hensarling**   
@RepHensarling

Follow

It's up to @SenateDems to work with us to cut spending. See my comments on @Morning\_Joe and @foxnews this morning <http://tinyurl.com/4bzup7r>

Reply Retweet Favorite

# Communicator on the Important Issues



# New Ideas



- ❖ Provide dedicated and aggressive coalitions outreach
- ❖ Conduct individual meetings with all FSC members at the outset of the 113<sup>th</sup> Congress to ensure the committee understands each Member's individual goals and each has an opportunity to have meaningful participation in the committee's work
- ❖ Invigorate the new Member orientation program and ensure that it aligns with the goals of the Conference
- ❖ At the outset of the 113<sup>th</sup> Congress, forge consensus on the committee's vision, goals, strategy and legislative priorities
- ❖ Establish an ongoing "Financial Services Policy Forum" modeled after Conference Member Services University
- ❖ Establish regular committee member meetings to improve both internal and external communications and to measure committee success

# My Commitment

*As the Financial Services Chairman, I will...*

- ✧ Listen before I lead
- ✧ Be held accountable for the position of trust
- ✧ Help committee members achieve their goals
- ✧ Empower all conference members to win the debate before casting their vote
- ✧ Ensure the committee truly makes a difference in advancing our principles

A stylized, white, handwritten signature of John F. Kennedy, appearing as if written on a dark surface. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.